

A New-Town
in the
City of Saint Louis

Saint Louis City Plan Commission
January 1973

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OF SAINT LOUIS

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A NEW TOWN IN THE CITY OF SAINT LOUIS

A Proposal by the City Plan Commission
January 1973

Introduction

In response to the clear need to implement a development of sufficient size -- a critical mass -- to generate a positive view of the central city of Saint Louis, the City Plan Commission has been engaged for about five months in a series of preliminary investigations which will hopefully form a base for a new in-town community in the heart of the City. These studies, undertaken in conjunction with both the Saint Louis Development Program and the City-wide Comprehensive Plan, have resulted in the selection of a site which would have the greatest potential for City-wide impact. At the same time, these studies have established a planning framework based upon goals set forth in the Development Program. These preliminary studies have resulted in this proposal that all elements of the community work together to create a New-Town-In-Town. A study area is defined and a firm background for planning is established.

A Saint Louis New-Town-In-Town is envisioned to have a two-fold purpose. While possessing all the amenities and performing all the functions of a self-sufficient urban entity, a Saint Louis New-Town is also expected to provide an integral element of vitality necessary to rejuvenate our City. A New-Town would enhance and complement existing natural strengths and, at the same time, change all the negative realities.

The initial steps towards a New-Town will be the development of a plan and the enlistment of private and public investors. The City Plan Commission recommends a New-Town-In-Town in the center of Saint Louis and requests the assistance of community and citizen groups within the area to formulate a specific development plan

and invites expressions of interest by developers and/or development groups with the financial and technical capability to undertake such a major effort. The New-Town must provide an opportunity for the best in urban living for a wide range of residents and for a full complement of land uses including commercial and institutional uses.

A Means for Action

The City-wide strategy of the Saint Louis Development Program generally recommends the appropriate restorative actions (see Map 1) in a series of phases and specifically calls for priority action in the mid-town area. The Development Program strongly advocates the use of every available tool to revive the central city. Thus, the New-Town proposal not only relates well to the needs of the mid-town area by reinforcing past program actions (see Map 2), but it also utilizes the most powerful mechanism available to rejuvenate the City of Saint Louis.

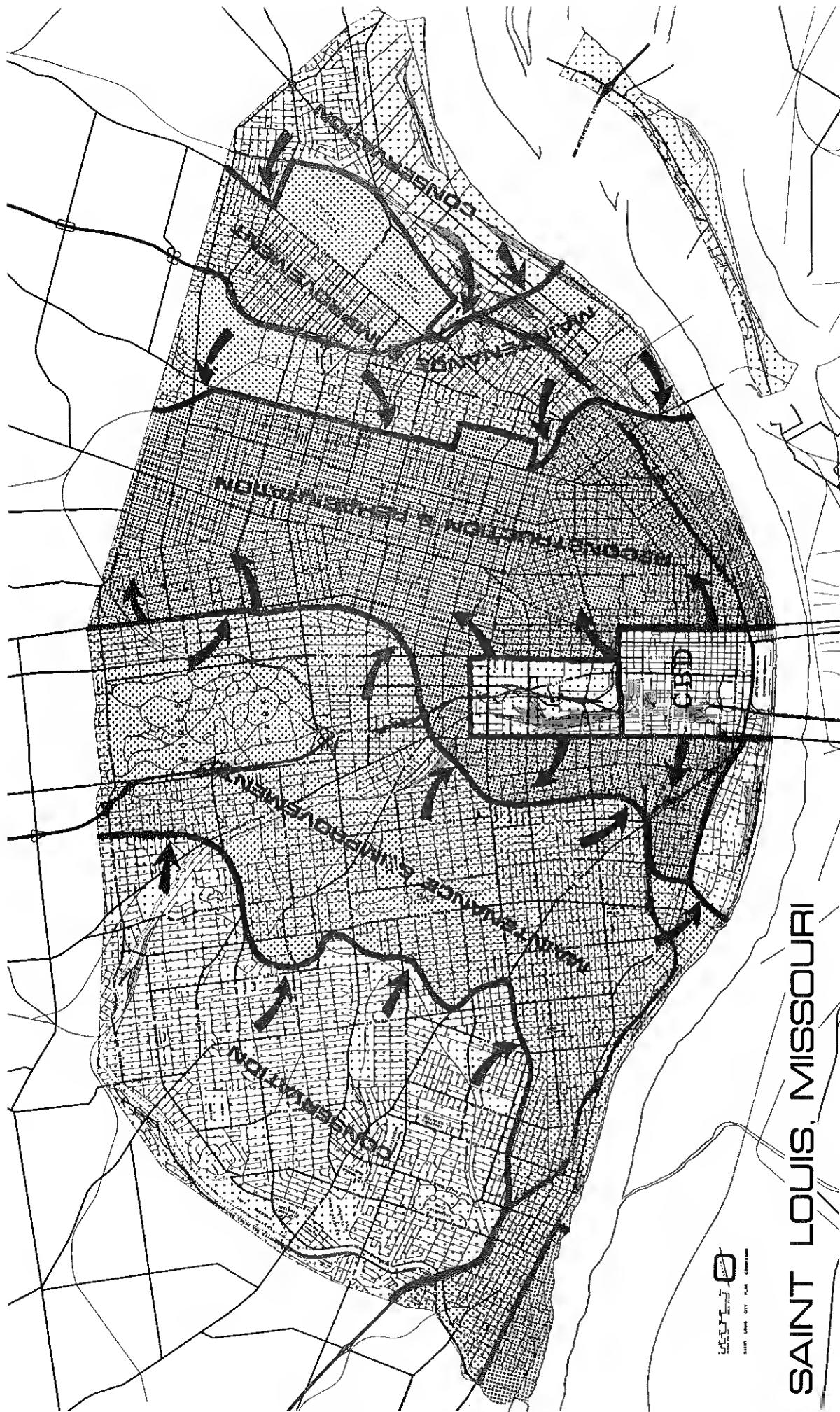
The Urban Growth and New Community Development Act of 1970 includes provisions for the encouragement of well planned and carefully balanced New-Towns. While oriented towards improved rural and suburban developments, the provisions of the Act also apply within urban areas -- such as Saint Louis -- and when used in this way can help develop a New-Town-In-Town. This technique is being used to develop the Cedar-Riverside New-Town-In-Town in the City of Minneapolis.

The Urban Growth and New Community Development Act of 1970 authorizes a wide array of financial assistance to the development of new communities with prime emphasis on assistance to private developers. The types of financing assistance include: Federal loan guarantees; interest grants; interest loans; public service grants; technical assistance; and, in some cases, special planning grants and demonstration grants.

map 1

CITY - WIDE STRATEGY

SAINT LOUIS, MISSOURI



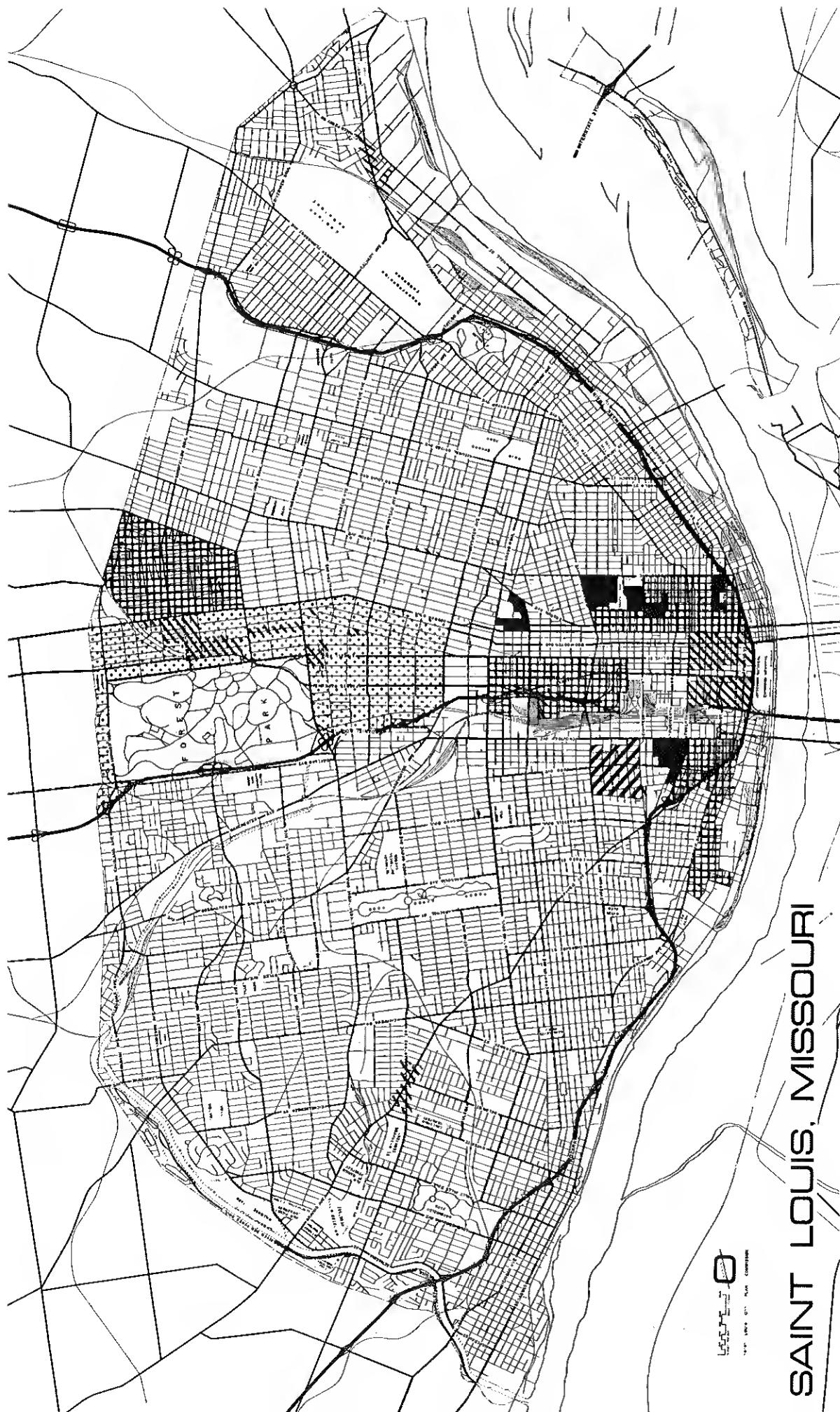
map 2

Existing Programs

- Public Housing
- ▨ 353 Development

- ▨ Neighborhood Improvement
- ▨ Renewal
- ▨ Restoration

SAINT LOUIS, MISSOURI



The purpose of the New Community Act is not only designed to "encourage the orderly development of well planned, diversified and economically sound new communities", but it also proposes to "preserve and enhance the natural and urban environment". Most relevant to Saint Louis' interest, the New Community Development Act specifically includes concern for the potential of older central cities. "Encourage the fullest utilization of the economic potential of older central cities."

The framework of the New Community Development Act offers the City major benefits. The flexibility of the Act makes possible some very creative alternatives. The New-Town technique could make use of such other devices as the Neighborhood Development Incentive Program under Chapter 353 of the State Statutes, Federal urban redevelopment such as that proposed for the Mill Creek North area under Chapter 99 of the State Statutes, and possibly the Planned Industrial Expansion Program under Chapter 100 of the State Statutes.

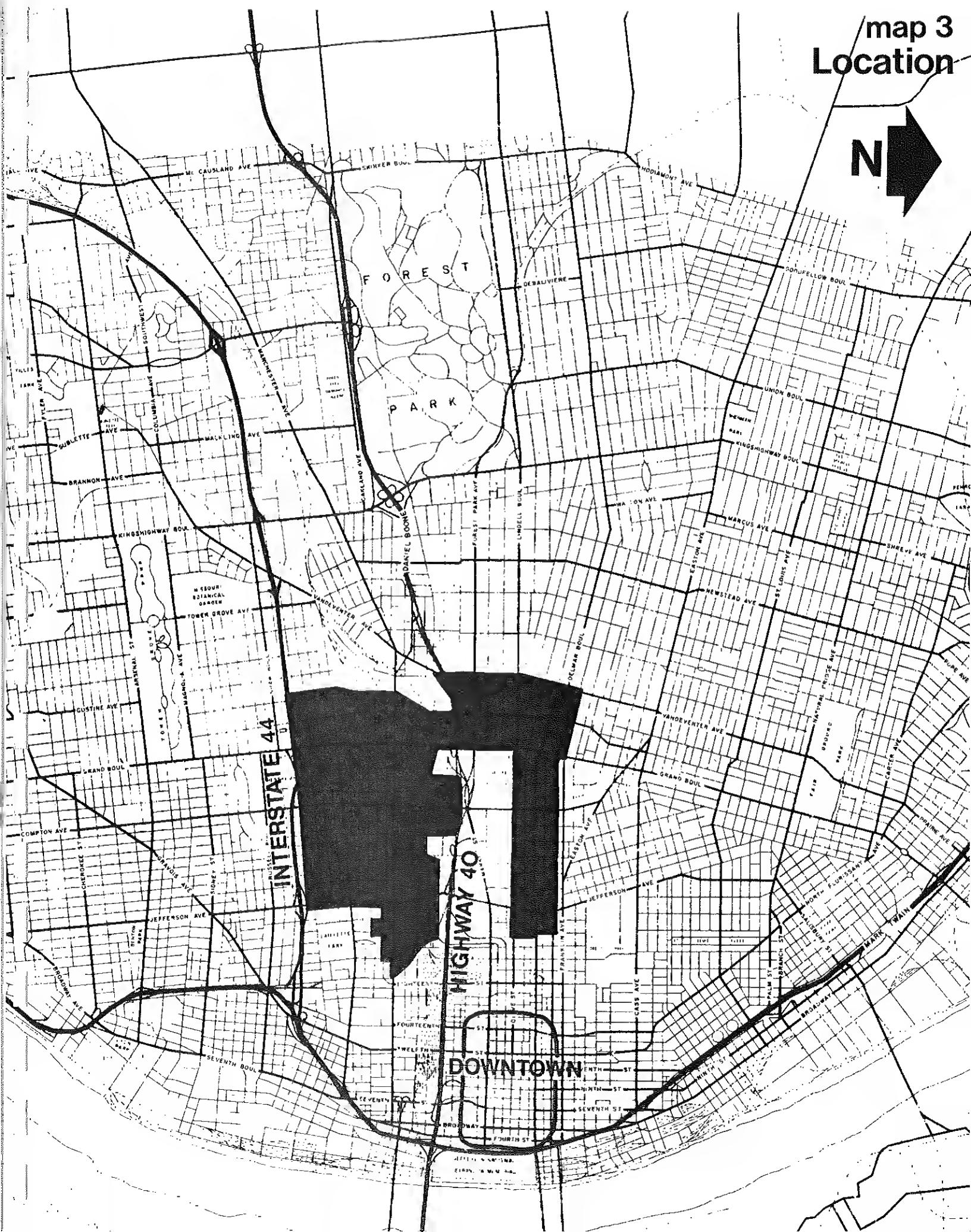
The shortage of funds for the more traditional renewal efforts dictates that Saint Louisans exert great efforts in wresting the opportunities available under this Federal legislation. It is important for the future of Saint Louis that we seek to use this new Federal mechanism so that its most creative and effective potential can be utilized in the Saint Louis urban setting.

Basis for Selection of Area

One of the primary objectives of a Saint Louis New-Town is the catalytic effect it could have in stimulating community morale and generating spin-offs of new investment and rehabilitation. Since its construction will be heavily dependent on private capital and because it must be a community that can attract residents of a variety of income levels, it must be located in an area with high market potential. The site which most clearly possesses these qualities is located in the heart of Central Saint Louis extending to the north, west, and south of the Mill Creek Valley Renewal Area (see Map 3).

map 3
Location

N



A New-Town constructed in this area would not only fill in a void in current betterment efforts, but would also link together many of the City's strengths and recent new construction. It would reinforce many of the previous investments in redevelopment and hence assure an even greater probability for long range success. It would tie together the Mill Creek Urban Renewal Area, the DeSoto-Carr Urban Renewal Area, the Model City Area, and the Lafayette Square Restoration Area. The result would therefore be a strong reborn center city of several thousand acres rather than a series of smaller disjointed improvement efforts, each one successful but still threatened by the negative influences of surrounding untreated areas. Strong boundaries are established on each edge of the proposed New-Town as will be discussed later.

Strengths of the Area

The existing strengths of the area are numerous and they include the following: the main campus of Saint Louis University on the north and Medical School complex on the south; the Grand-Olive Commercial Center; the Mill Creek Valley Renewal Area -- Laclede Town, Operation Breakthrough, Council Plaza, etc.; the Powell Symphony Hall; the industrial valley which aligns the central spine; and the Lafayette Square Restoration Area.

The 454-acre Mill Creek Renewal Area is one of the prime examples in the nation of the potentials of a well-balanced development approach. Where only 12 years ago there was the worst deteriorated area in the City, there is now a community of about 5,000 persons encompassing almost every race and socio-economic background. Where the fear of crime was once a dominant fact of life, people of all ages, races, and sexes now participate fully in a relaxed life style offering the best of urban living. A strong sense of community has evolved and this has certainly been a key factor in the very low crime rate. The new homes and apartments in Mill Creek have attracted middle income families back

into a section of the City that had been abandoned by them. Realizing that this was created in an area of most serious blight, it seems logical that an expanded effort building upon this first step should facilitate the accomplishment of even better results.

The Lafayette Square Restoration Area is also an important strength relative to a New-Town development. Lafayette Square is strengthening the appeal of this part of the City for middle and even higher income groups. The average annual income of the more than 200 new families that have recently moved into the area is approximately \$23,000 per year. The combined effect of Mill Creek and Lafayette Square should leave little question as to whether or not more persons in higher income ranges can be attracted to live in a New-Town development in this part of the City. Of course, they must be provided an attractive and secure environment.

Additional strength is provided by a number of major institutions located in the area: Saint Louis University, one of the metropolitan area's most important institutions of higher learning; Harris Teacher's College; and the second largest medical complex concentration in the region embodying the Saint Louis University Medical School, Firmin Desloge Hospital, Wohl Mental Health Institute, Incarnate Word Hospital, Cardinal Glennon Hospital for Children, Bethesda General Hospital and the administrative center for all of the region's Catholic hospitals. The City's public school system has several important facilities in the area. In addition to eight elementary schools, it has two reading clinics, the newest and largest work-study high school, the curriculum planning division, the division of evaluation and research, the manpower training and development program, and study-learning resource center. These facilities, combined with several important parochial institutions, form a very strong basis for creating an excellent educational system.

The entire New-Town area is situated immediately west of the Saint Louis Central Business District. This

fact has important implications for both the residential and business market (the CBD employs approximately 250,000 persons).

The New-Town site is literally at the central focus of the region's primary modes of transportation which makes it the most highly accessible point to all parts of the metropolitan area.

Target Area Defined

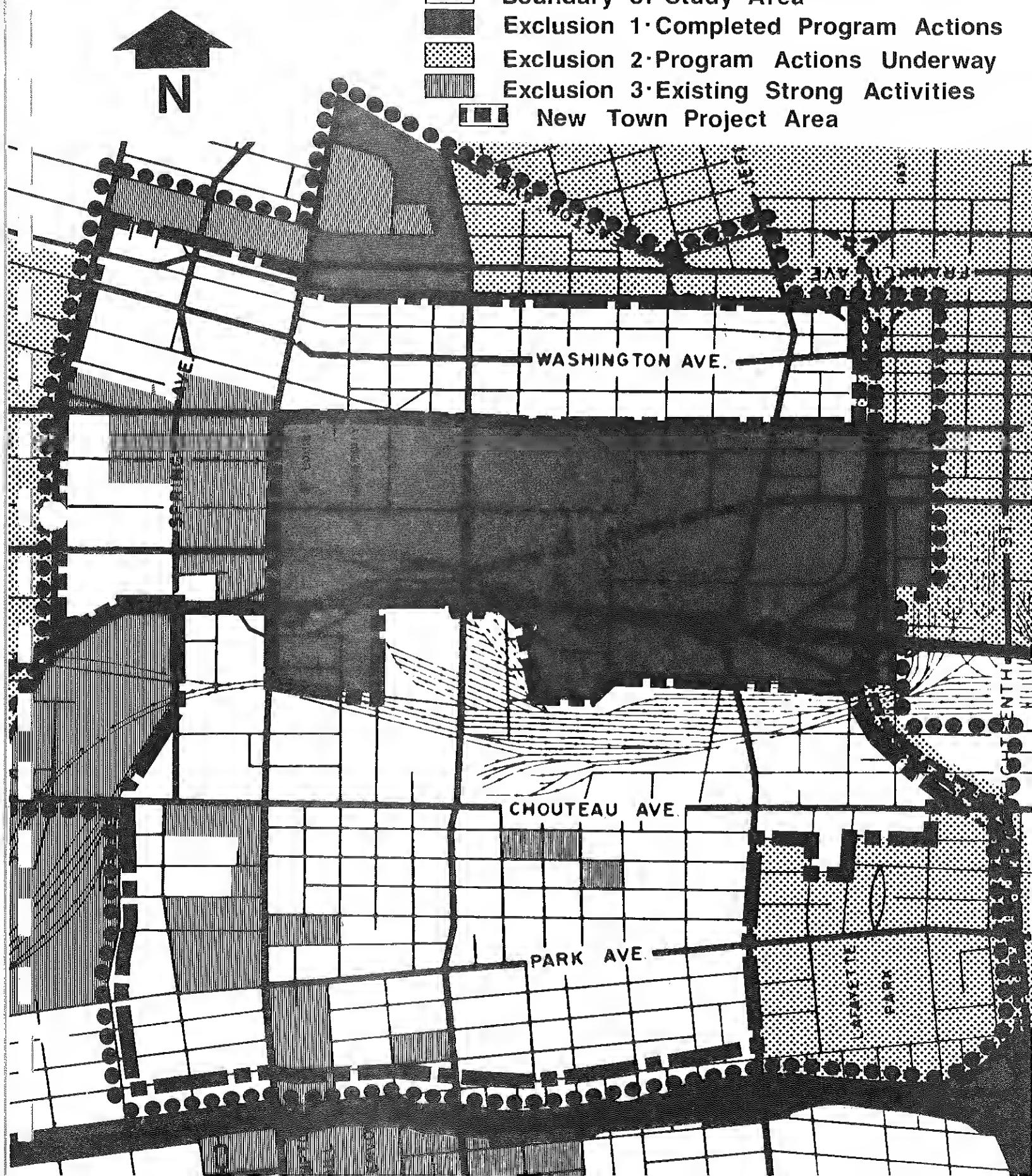
The total study area (diagrammed on Map 4) encompasses about 2,000 acres. In 1960 the population was 42,192 persons and by 1970 it had diminished to 31,225 persons. As mentioned previously, portions of the study area -- such as Mill Creek Renewal Area -- have been reconstructed and may therefore be eliminated from the New-Town development (Map 4 - Exclusion 1). In addition, other areas, such as Lafayette Square, are presently undergoing change as a result of current programs and they too are eliminated from the New-Town boundaries (Map 4 - Exclusion 2). Furthermore, there are portions of the study area which are very sound and not encompassed by some type of program action (Map 4 - Exclusion 3). Some of these areas contribute to the reduction in size of the project area and help establish a well-defined, firm boundary for the New-Town effort. The net result of these subtractions is an area of approximately 1,250 acres which is defined as the target area for the Saint Louis New-Town proposal.

Physical Characteristics

The site offers great potentials for developing a very well-designed urban community. Prominent features of its natural topography include: a pronounced valley running in an east-west direction through the center with gradual hill slopes along the north and south tapering up to pronounced "knolls" at the four corners of the project area (see Map 5). All heavy industries

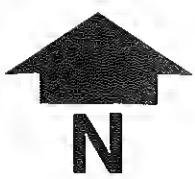
Definition of Target Area

- [Three dots] Boundary of Study Area
- [Solid black bar] Exclusion 1·Completed Program Actions
- [Dotted pattern] Exclusion 2·Program Actions Underway
- [Horizontal lines] Exclusion 3·Existing Strong Activities
- [House icon] New Town Project Area



Descriptive Analysis of Target Area

- Significant Structure (50' or more in height)
- ◆ Hill Tops
- ◆ Valley



and rail related activities have occurred within this valley, while some lighter industry has occurred at higher elevations along the north and south edges of the Mill Creek Area. Significantly large areas in the valley which were once the scene of prosperous rail activity are now vacant. The regional railroad rationalization studies will probably recommend a portion of this land as a resource available for new development. Low scale development (two floors or less), primarily in the form of medium and low density residential use, has occurred on the southern slope. The majority of intensive developments (structures 50 feet high or more) have occurred at or near the crests of the hills. Many of the area's strong institutional assets enhance the linear development along Grand Avenue from Delmar Boulevard on the north to beyond I-44 on the south. The New-Town effort should complement this striking linear phenomenon.

Population Characteristics

Perhaps the most important characteristic of the target area is the alarming change in population which has been occurring over the past 12 years. Deterioration is forcing residents to leave the area. It is imperative that this negative trend be stopped.

In 1960, there were 27,718 persons residing in 9,675 units throughout the project area. By 1970, this population had declined to 18,918 and the number of dwellings had declined by almost 3,000 to 6,776 units. (Map 6 indicates the net change in population from 1960 to 1970 for each block). Not only was there a dramatic drop in the total population, but there was a definite trend towards concentrating many lower income persons within ghetto-like conditions.

The number of people in the area continues to fall. According to the building and demolition permit files, the area lost 1,000 housing units and about 2,800 persons between April 1, 1970 and June 1, 1972. Based on current estimates, the project area probably contains about

map 6

1960 – 1970 Population Change



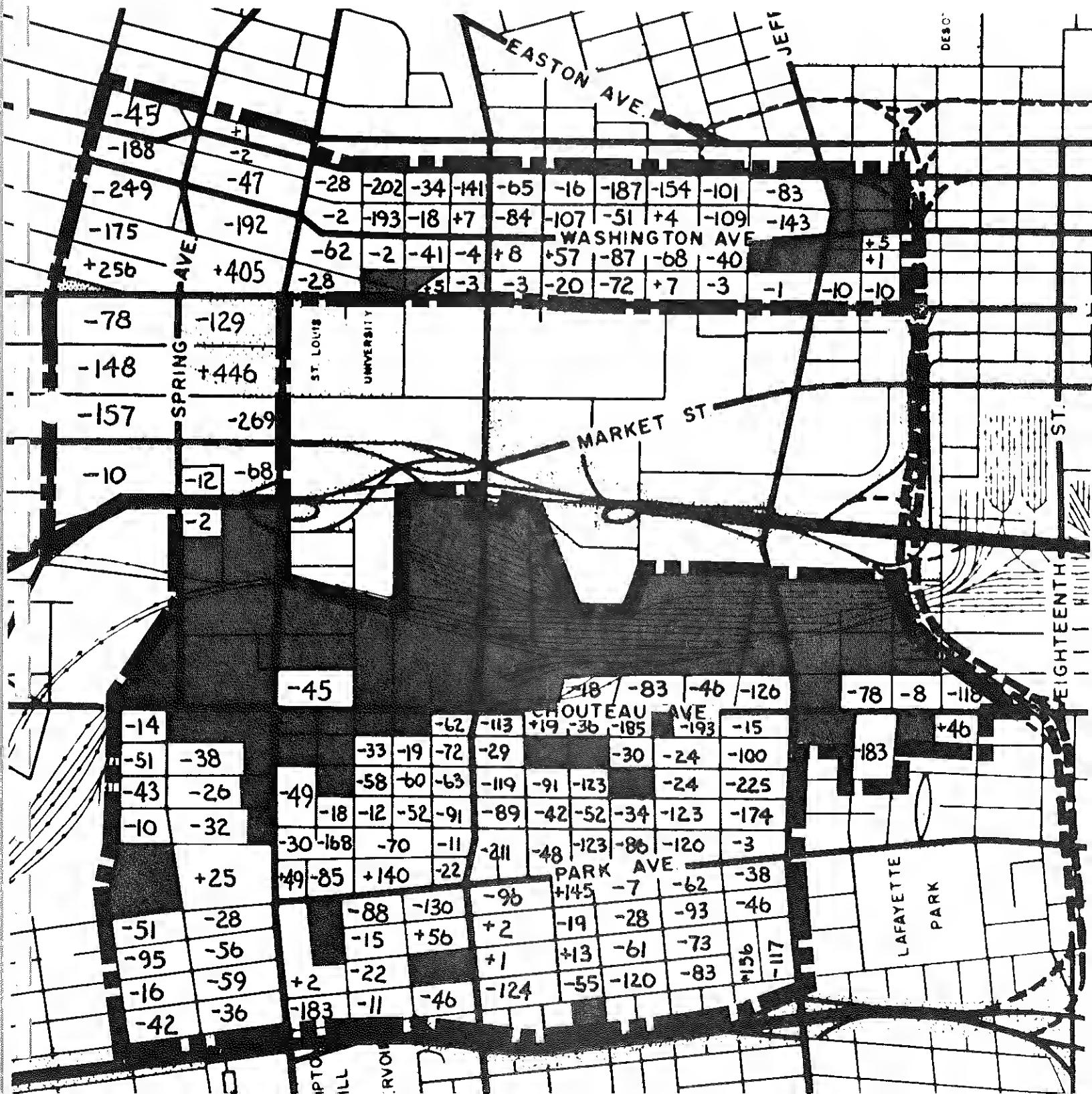
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Project Boundary

Areas Having No Population

-104

Net Population Change 1960 – 70



16,000 persons living in about 5,750 dwelling units. If this disastrous rate of decline continues -- about 600 dwelling units per year -- by the end of 1974, the area would contain only approximately 12,000 persons in 4,250 family units.

Families and individuals are forced out of the area with only limited efforts to assist and ameliorate the process. A New-Town program must be conceived with these families in mind.

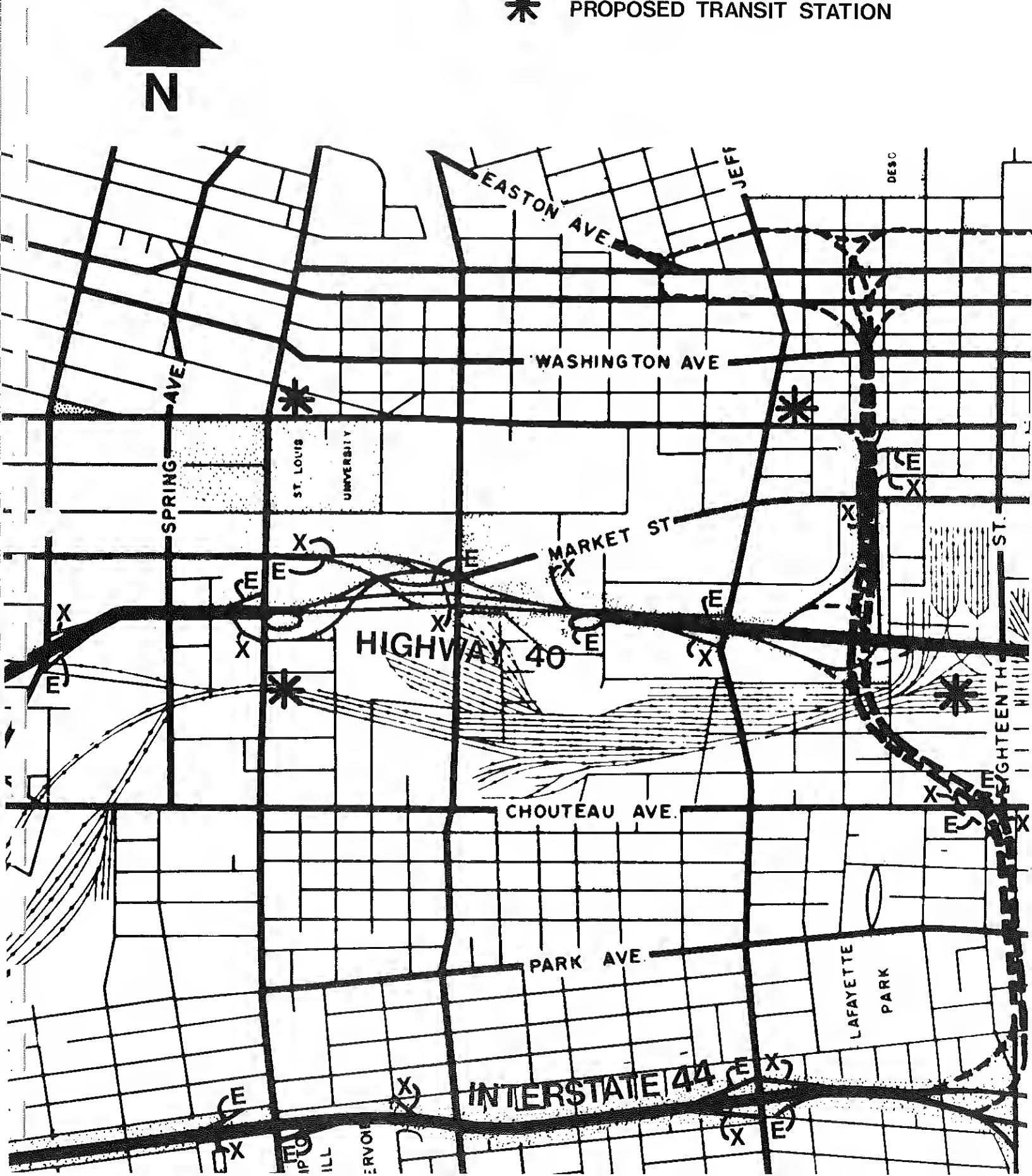
Accessibility

Because the New-Town-In-Town lies at the center of the Saint Louis Metropolitan Area, it is already served by an extensive system of transportation elements. Highway 40, a major east-west expressway, passes through the center of the area with ingress-egress points at Vandeventer, Grand, Compton, Ewing, Jefferson and 20th Streets (see Map 7). Interstate 44, a northeast to southwest artery has full interchanges at both Grand and Jefferson. The proposed North-South Distributor Highway is in final planning stages and will link I-44, Highway 40, I-55 and I-70 together to complete a loop around the Central Business District. This highway proposes a full interchange at Chouteau with other access/egress points at Market, Washington and the Martin Luther King Parkway. The expressway system is complemented by an extensive system of major streets which are designed to handle potentially greater volumes. These streets represent a valuable existing resource.

Because this project area lies in the major east-west traffic corridor, the area's present transit system has 21 bus lines which serve the area. Fourteen of these lines are predominantly east-west with destinations in or near the CBD and the remainder are predominantly north-south linking the radiating lines together. In addition, the Saint Louis Metropolitan Area is engaged in intensive planning for a proposed rapid transit system. Two of the proposed seven major rapid transit lines will run through the project area with four station stops programmed to serve the area.

map 7
Accessibility

E/X EXPRESSWAY ENTRANCE/ EXIT
* PROPOSED TRANSIT STATION



Land Use, Ownership, and Conditions

The site of the New-Town is one of the older areas of the City as it was originally constructed between 1850 and 1870. Some structures remain from this period, and many dating back to the 1880's and 1890's can be found in the industrial as well as the residential sections. Construction in the last decade within the 1,250 acre New-Town area has been limited almost completely to the area around the medical complex, Saint Louis University and a few structures along the Olive/Washington corridor.

The area encompasses almost every conceivable land use which exists in the City of Saint Louis (see Map 8). Most of these uses are situated relative to their respective functions and interactions. A similar spatial distribution is appropriate today for the New-Town project and, to be certain, some similarities will exist due to the strengths that previous developments will lend to the new community, but some changes in the pattern of land use should probably be introduced.

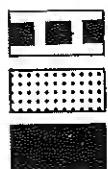
The results of over a hundred years of development has indeed resulted in some incompatible land use relationships. This is particularly serious concerning the relationship of industry to homes, where not only does housing suffer all the negative aspects of manufacturing processes but also residential streets serve the purposes of access, parking and even loading for some industrial activities introducing the hazard and inconvenience of heavy trucks onto what should be exclusively residential streets.

The major factor to be coped with is that most of the area is seriously deteriorated, completely dilapidated, or already abandoned and vacant. The table on the following page summarizes land use and conditions within the defined 1,250 acre New-Town target area.

As can be seen, a sizeable portion of the total area is already vacant -- 275 acres or 22% of the gross area. If this is added to the acreage containing completely

Land Uses

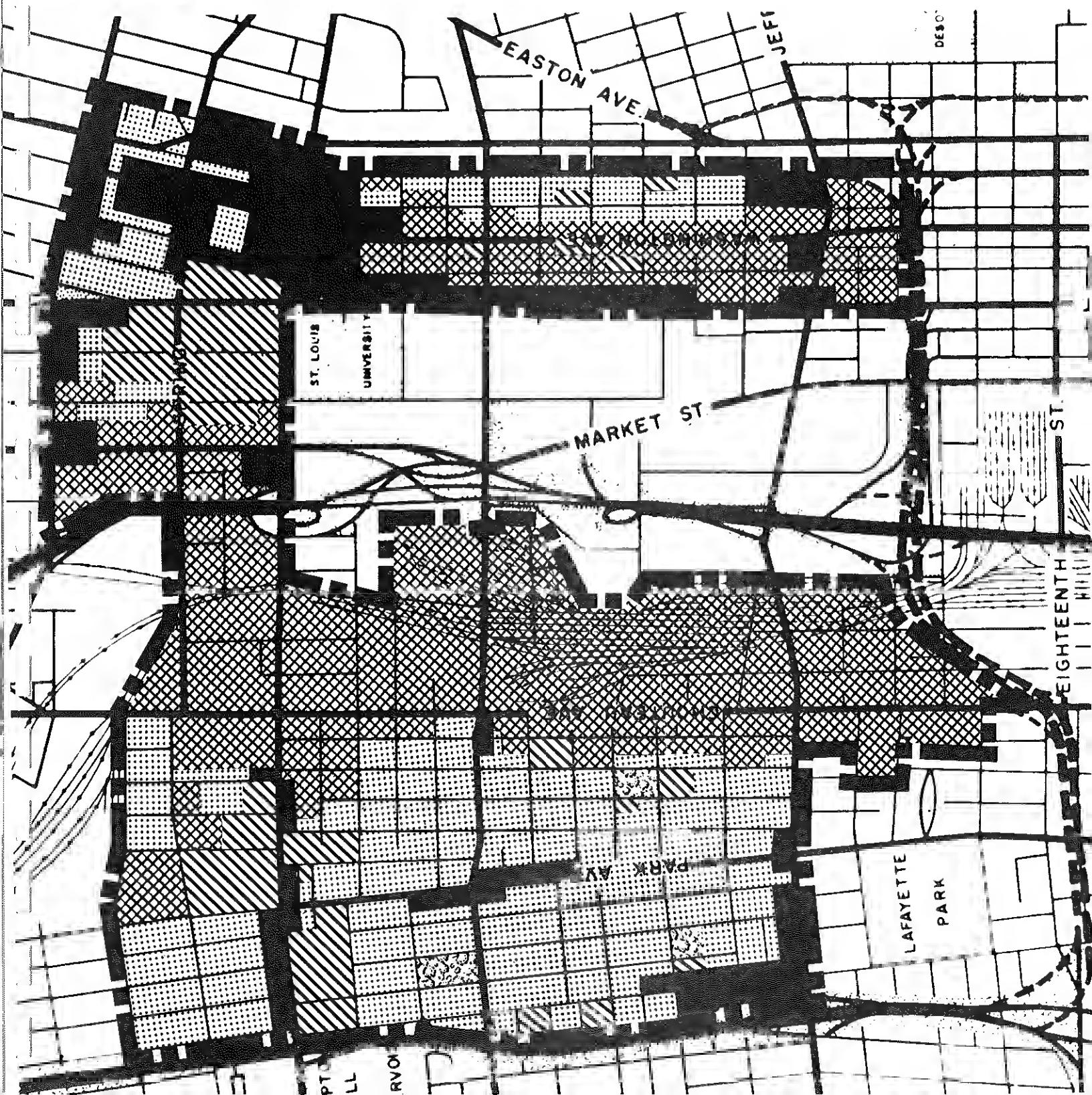
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Project Boundary
Residential
Commercial



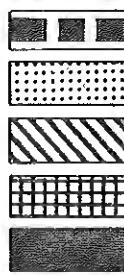
Institutional
Industrial
Parks



<u>Land Use Category</u>	<u>Sound Acres (%)</u>	<u>Deteriorating Acres (%)</u>	<u>Dilapidated Acres (%)</u>	<u>Vacant Acres (%)</u>	<u>Total Acres (%)</u>
Residential	24.9 2.0	62.5 5.0	96.8 7.7	60.7 4.9	244.9 19.6
Commercial	40.6 3.2	28.9 2.3	23.2 1.9	35.7 2.9	128.4 10.3
Industrial	122.0 9.8	80.7 6.5	28.4 2.3	158.2 12.7	389.3 31.1
Institutional	89.3 7.1	4.9 .4	.3 0	20.9 1.7	115.4 9.2
Parks	<u>5.3</u> <u>.4</u>	<u>--</u> <u>0</u>	<u>--</u> <u>0</u>	<u>--</u> <u>0</u>	<u>5.3</u> <u>.4</u>
Total	282.1 22.6	177.0 14.2	148.7 11.9	275.5 22.0	883.3 70.7
Streets and Alleys					<u>365.7</u> <u>29.3</u>
Total Project Area					1250.0 100.0

map 9

Generalized Exterior Conditions



- Project Boundary
- Sound
- Marginal
- Soft
- Vacant



dilapidated structures (148 acres) and also to the acreage containing structures which are deteriorating (177 acres), there is a total of 600 acres which could be considered as readily appropriate for new construction. The balance of the area contains either sound structures most of which could be retained, or comprises streets and alleys. The 29.3% of the area devoted to streets is excessive, and portions of existing streets represent a land resource for potential new development. Thus, there exists in the geographic heart of the City of Saint Louis a large land resource, much of which is already vacant, which should be put into productive use for a broad range of purposes.

Present land ownership in the New-Town area is dispersed among a large number of owners. This has certainly inhibited private reconstruction efforts. Saint Louis University, the medical institutions on South Grand, and the railroads each have moderately large holdings in their areas of interest. However, the bulk of the area is comprised of individually-owned parcels ranging in size from one or two acres to a parcel of a thousand square feet. To assemble these under limited ownership will, of course, be a significant task but several conditions exist which will facilitate that action. First, many properties are tax delinquent and their status is currently being reviewed under the State of Missouri Land Reutilization Laws. Second, in recent years the evolution of several active residential groups has resulted in the assemblage of some of these smaller parcels into a somewhat more concentrated ownership. Finally, the City of Saint Louis has had much experience and success in recent years with the State redevelopment laws (State Statute 353) which provides a vehicle for property assemblage not available to many other major cities.

Development Goals

Although specific development goals are not yet formulated, a definite attitude towards the nature of the New-Town can be presented. Since the area is in the

center of the City and already contains a number of strong land uses, it is safe to assume that there will definitely be a broad range of activities and land use intensities. General goals, relating to the major land use classifications, can be summarized as follows:

Residential Development: Partially because of the success of the new homes and apartments in Mill Creek, a favorable image has evolved for living in this part of the City, regardless of social or economic conditions. Residents in a broad range of income levels have been attracted to the area. There seems to be a potential for strong market conditions in all facets of the residential market for quality housing developments -- Laclede Town and related developments have a waiting list for occupancy; the higher economic units in Operation Breakthrough were the first to be rented; the image of Lafayette Square as a higher income residential area is improving daily. Because of this, because of the proximity to downtown, and because of the significant institutions functioning in this part of the City, it is believed that the New-Town offers the potential for creating a significantly large residential community of perhaps as many as 40,000 to 50,000 persons.

The population goal of the New-Town is 40,000 to 50,000 persons (18,500 family units). Approximately 12,000 of these (4,250 family units) will be existing population which will be offered the opportunity to remain rather than being forced out of the area by a declining environment. The balance, 38,000 persons in 14,250 family units, will have to be attracted to the area. This is roughly equivalent to the total number of dwelling units being constructed in the entire Saint Louis metropolitan area each year so it is obviously unrealistic to expect that the housing goal can be accomplished in a short period of time. A 20-year development period would establish an average annual housing goal of 860 units, 170 of which could constitute a relocation resource and 690 of which would be added to the metropolitan housing stock. These 690 units would constitute approximately 5.25% of the total housing stock added to the

metropolitan area each year. Many conditions, both locally and metropolitan-wide, can affect these statistics, but for the moment, they do suggest the scale of an annual building rate.

Industry: The success of Mill Creek industrial activity also forms the basis, along with older industrial developments, for creating a large, well-planned, intensive industrial community which can strengthen the job and industrial base of the City. Because of the transportation base which already exists in the area, a major emphasis will be to develop a national distribution center. As part of the New-Town proposal, a major effort will be made to attract warehousing and distribution centers of national and international companies.

Office/Commercial: Because the New-Town is located adjacent to the Central Business District, there will be no attempt to develop activities which will compete directly with downtown. Except for some specialized areas, efforts at developing major office/commercial activities should emphasize the successful use of those spaces which already exist in the area. There can be, however, extensive development of commercial and office facilities which are necessary to support the daily routine of the potential 40,000 inhabitants of New-Town. The commercial and entertainment area near Grand and Olive should, of course, be strengthened. Other facilities will be geographically dispersed for convenience as well as oriented towards different markets.

Parks/Recreation: The major parks in the City of Saint Louis are adequate with respect to both size and dispersion. However, recreational facilities such as neighborhood parks, playfields, and playgrounds are inadequate to serve the present day residents of the project study area much less any anticipated increase. Consequently, the New-Town development must include a substantial improvement of the recreational and park system. These parks will be developed with emphasis on convenience to as many residents as feasible. They will also be utilized as a major element in the urban design

plan and consequently will probably form some type of land use framework. As broad a range of recreation possibilities that can be developed will be related to this park network so as to maximize the attractiveness of the area as a residential community.

Social: A major objective of the New-Town proposal is to improve the lives and the opportunities of both the existing and future population. A wide range of cultural and educational facilities should be provided, offering the opportunity for social interaction and individual expression. The community will offer a place where a family can live, work and enjoy a diverse life in security.

A strong school system is essential to this enriched mode of living, and to the attraction of new families to the area. Many of the existing school facilities in and around the area are over-crowded and outdated. The development of quality schools using the best of innovative techniques must receive priority in planning.

A medical plan to improve and maintain the general physical and mental health while delivering quality medical care at reasonable cost should also be implemented. The many fine hospitals of the area could provide a nucleus for such a plan. Similar programs stressing preventive medicine have met with wide success in other New-Towns.

Those citizens who presently reside in the study area should be offered an opportunity to stay in the area, if they so choose, in improved and reasonably priced living facilities. Both social service and relocation needs can be adequately handled within the time frame of a 20 year program for creation of the New-Town. Thus, a projected population of 40,000-50,000 persons generates a need for 18,500 dwelling units -- 15% low income units, 30% moderate income units, 55% middle and upper income units (market rate). The New-Town-In-Town proposal builds upon the successful Laclede Town-Operation Breakthrough experience with diverse

economic groups. The plan for the New-Town must include a detailed analysis of relocation needs, recommended relocation and related social service programs under the auspices of a variety of agencies.

Environmental: Environmental goals for the New-Town-In-Town must support the concept of a "high quality of life" -- an intrinsic element of the New-Town concept. Because the area has already been developed, many physical development problems have been overcome. The major utility services are already in place.

The area already possesses adequate sewer and water lines to serve the type and size of development which is being planned. Basic community services such as refuse collection, police and fire protection, schools, etc., are presently in operation in the project area and can be improved through the various supplemental grants provided by the New-Town legislation. The area is not presently nor is it predicted to be situated in a high noise exposure zone.

As noted, it is most important to environmental quality that all the various land uses are compatibly arranged, such as keeping industry separate from residential use. Topographical considerations relative to land use and densities have positively influenced existing development and should continue to be a major developmental criterion in the future.

Since the project area falls within an existing governmental jurisdiction, the New-Town need not function as a separate political entity, capable of enforcing pollution and other environmental standards. Nevertheless, within the New-Town boundaries, the highest environmental standards should be avidly encouraged. Finally, as each of the vital elements of the New-Town (residential development, commercial development, transportation improvements, recreation and open space, and cultural and education facilities) are implemented, the total environment will simultaneously improve.

Concept of the New-Town

The New-Town must attain a quality of environment that combines the amenities of the best suburbs with the vitality and convenience of in-town living. Outstanding educational facilities for all age groups, complete safety and security at all times, and an excellent physical environment are the key ingredients for success. A multi-disciplinary team -- including economic, physical, social planners and financial planners -- must be assembled to work with the community, its citizens, and the developers in the formulation of a plan. This report does not attempt to embody a plan for a New-Town in Saint Louis and, indeed, the Plan Commission wishes to enlist all elements of the community before initiating a full scale planning effort. Nevertheless, the study does suggest a possible direction of activity for the New-Town. This is shown on the plate entitled "A New-Town in the City of Saint Louis: A Concept" included at the end of this report. This concept embodies the following elements.

Residential Development: A diversity of residential styles and types enhances the area. Apartments which are situated along the ridges afford a panoramic view of the City. Terraced homes and townhouses along the hill slopes intermingle the positive elements of private and neighborhood living. Single family detached homes are arranged in small clusters in close proximity to significant recreational amenities. Approximately 14,250 new dwelling units are proposed for total construction.

Proposed income ranges are expected to be 20% upper income, 35% middle income, 30% moderate income, and 15% low income. No additional publicly owned housing is proposed for the area.

Commercial and Industrial Development: Strengthening of Grand and Lindell as a major commercial node through rehabilitation, new construction, and the addition of cultural facilities to supplement Powell Symphony Hall is of priority concern.

Small office/industrial complexes -- such as an automobile parts and service center -- are grouped in individualized, well landscaped combinations. A larger scale industrial development is situated in the existing valley where rationalization of rail facilities can provide a major land resource. This area could well serve as a national distribution center for many industries and manufacturers because of its proximity to all modes of transportation.

Transportation: Upgrading of all modes of private and public transportation should include addition of bicycle paths, pedestrian ways, street improvements and reconstruction, and an improved local public transportation possibly including an automated pedestrian system to link extensive institutional functions, commercial nodes and new residential development along a high intensity Grand Avenue spine. The New-Town area is presently well served with urban expressways and major streets.

Public Facilities: The concept involves all needed public facilities -- including parks, playgrounds, libraries, neighborhood centers, police and fire stations and health facilities -- to serve the immediate community and also make a City-wide contribution.

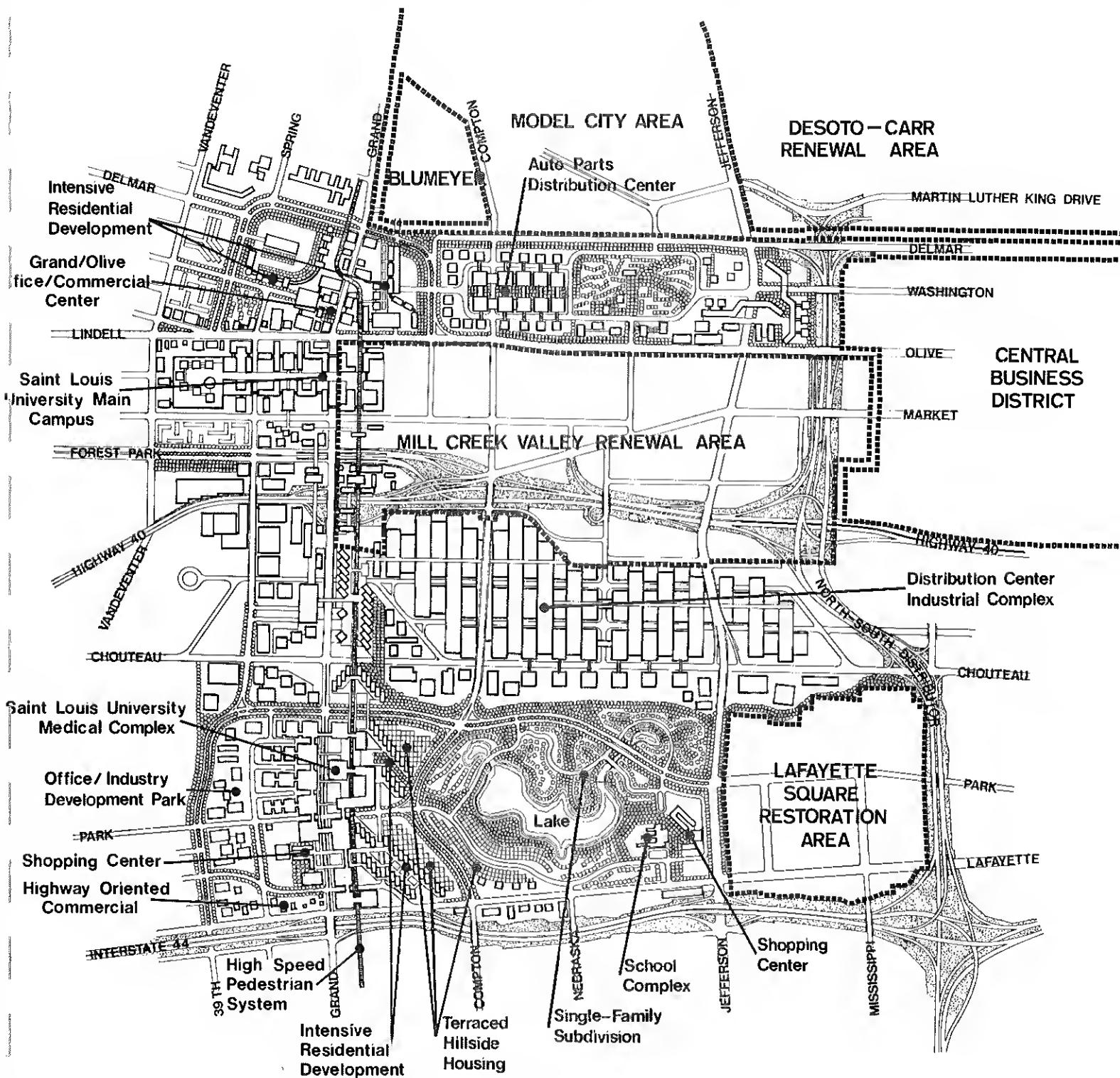
A linear park system brings together all the various components within the community and ties the total New-Town to the surrounding City. The open space network includes a full range of recreational uses which relate to the residential development.

Institutions: The concept encourages the expansion of major institutions of the area including Saint Louis University and the Saint Louis University Medical Complex. Reinforcement of private community facilities including churches, community service centers, and cultural facilities located in the area is an essential ingredient.

Environmental Design: The concept drawing suggests the high level of urban and environmental design recommended for the New-Town. Architectural quality can create a harmonious visual environment while providing opportunities for individual architectural expression. Existing elements -- whether buildings or natural features -- of historic or environmental merit can be fitted into the design.

A NEW-TOWN IN THE CITY OF ST. LOUIS

A CONCEPT



This drawing was prepared to illustrate many ideas which could be included in a new town development. It is not yet a plan. The City Plan Commission invites the full involvement of all elements of the community in the preparation of a New Town plan.

Summary

A New-Town in the heart of Saint Louis can provide tremendous benefits to the citizens of Saint Louis, the City, and the entire metropolitan area. The Urban Growth and New Community Development Act of 1970 provides a new tool to supplement existing City, State, and Federal mechanisms to encourage major new private investment. The concept herein presented has been carefully related to the criteria for New-Towns established in the New Community Development Act of 1970.

Effectuation of the concept presented by the City Plan Commission will require many years. The New-Town proposal was consciously designed to embody sufficient area so that the new development would have a critical mass that would positively impact the image of the City in the view of both citizens and potential investors. Well defined and stable boundaries are established along each edge.

The New-Town concept is presented by the City Plan Commission at this time to involve all elements of the community in its conception, planning, and design. All are urged to join in an effort to complete a plan, undertake necessary market and financial studies, formulate social programs, investigate the necessary legal and administrative mechanisms to establish a private or quasi-public development corporation with powers to undertake the development of a New-Town, and prepare a pre-application submittal document under the provisions of the New Community Development Act. The close involvement of existing community, citizen, and business organizations, particularly those based in the area, is essential.

Supplementary sources of financing must be developed to carry planning and programs through these logical next steps. Federal funds are not presently available for advance planning although it can assist in certain detail planning efforts once a New Community application has been accepted.

Implementation of this new community -- in conjunction with other adjacent development and restoration commitments in adjoining areas -- would result in the creation of an exciting, dynamic urban area comprising 4,500 acres (11% of the City's total area) housing over 100,000 people. The geographic heart of the City of Saint Louis can be transformed.

Acknowledgement

This report has been prepared with the assistance of the Saint Louis University Department of Urban Affairs whose contribution is gratefully acknowledged. We also wish to thank -- while not necessarily implying their endorsement -- the representatives of citizen, community, business, and institutional organizations who have given us the benefit of their advice during preliminary discussions leading to the formulation of this proposal.

The Department of Housing and Urban Development has been most helpful in supplying current information relative to the New Community Development procedures as well as other Federal programs, and we wish to particularly thank Mr. Leonard Gordon and Miss Shelia Jones of the Office of New Community Development.

Highlights from the Urban Growth and New Community Development Act of 1970

1. To utilize the financial benefits of the New Communities Program, there must be a clearly expressed serious commitment on the part of a developer and the community.
2. To file for the application, the project sponsor is committed to a \$10,000 filing fee which cannot be refunded for any reason.
3. A final application fee equaled to 0.5% of principal amount up to \$30 million plus 0.1% of principal amount over \$30 million is required from the sponsor at the time of final submittal.
4. The financial assistance available to a private developer under this grant are in the form of:

Guarantees in the amount of 80% of land cost and 90% of development cost, up to a \$50 million maximum.

Interest loans for up to 15 years and up to \$20 million.

Special planning grants and loans to cover up to 2/3 the cost of planning.

Technical assistance in planning and carrying out New Communities programs.

5. Supplementary grants to the community and/or the developer may be in the form of assistance for:

Economic Development for Depressed Areas
Health Facilities Construction
Public Library Construction
Academic Facilities Construction
Open Space Grant
Public Water and Sewer Facilities

**Neighborhood Facilities Construction
Outdoor Recreation
Urban Mass Transit Improvement
Highway Planning and Construction
Special Demolition Projects**

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The Report "A New-Town in the City of Saint Louis" was prepared under the direction of Mr. Robert Reeves of the Comprehensive Planning Division.